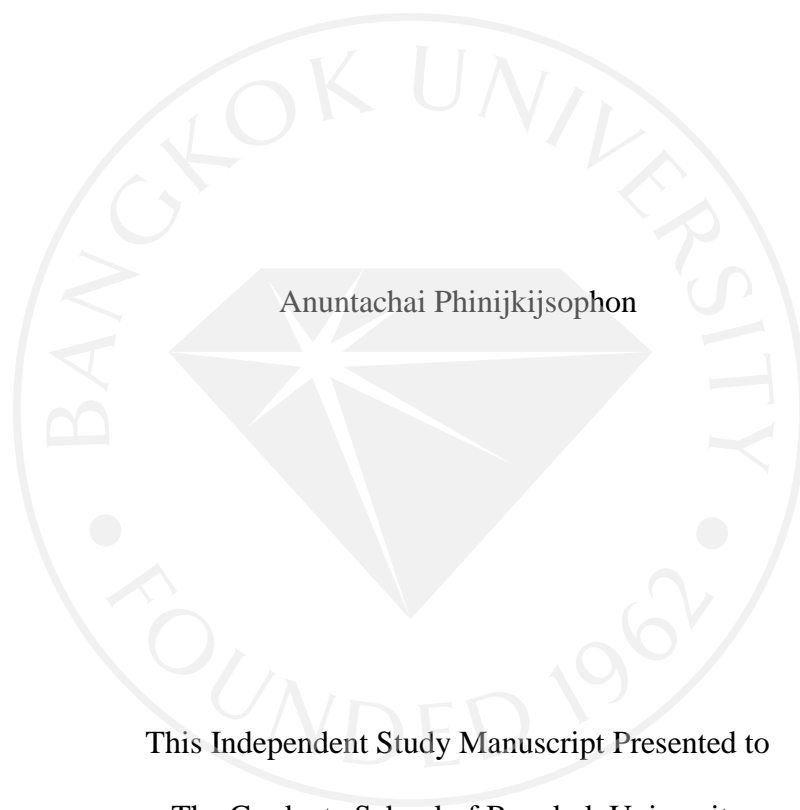


THE IMPACT OF PRICE, QUALITY, AND ENVIRONMENTAL CONCERN ON
ADOPTING DECISION OF GREEN PACKAGE FOR THAI CONSUMER



THE IMPACT OF PRICE, QUALITY, AND ENVIRONMENTAL CONCERN ON
ADOPTING DECISION OF GREEN PACKAGE FOR THAI CONSUMER



This Independent Study Manuscript Presented to
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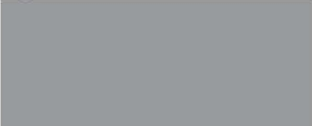


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The Impact of Price, Quality, and Environmental Concern on Adopting Decision of Green Package for Thai Consumer (53 pp.)

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ABSTRACT

The purpose of this research was to study the impact of price, quality and environmental concern on adopting decision of green packaging for Thai consumer. The 198 respondents were the Thai people who perceived about green package. Researcher used the questionnaire as the research tool and distributed the questionnaires to collect the data from such respondents. The Multiple Regression was employed for hypothesis testing at 0.05 level of statistically significance. The results were found that price and environment had impact on green package adopting decision for Thai consumer but quality and environmental concern did not have any effect.

Keywords: Price, Quality, Environmental Concern, Green Package

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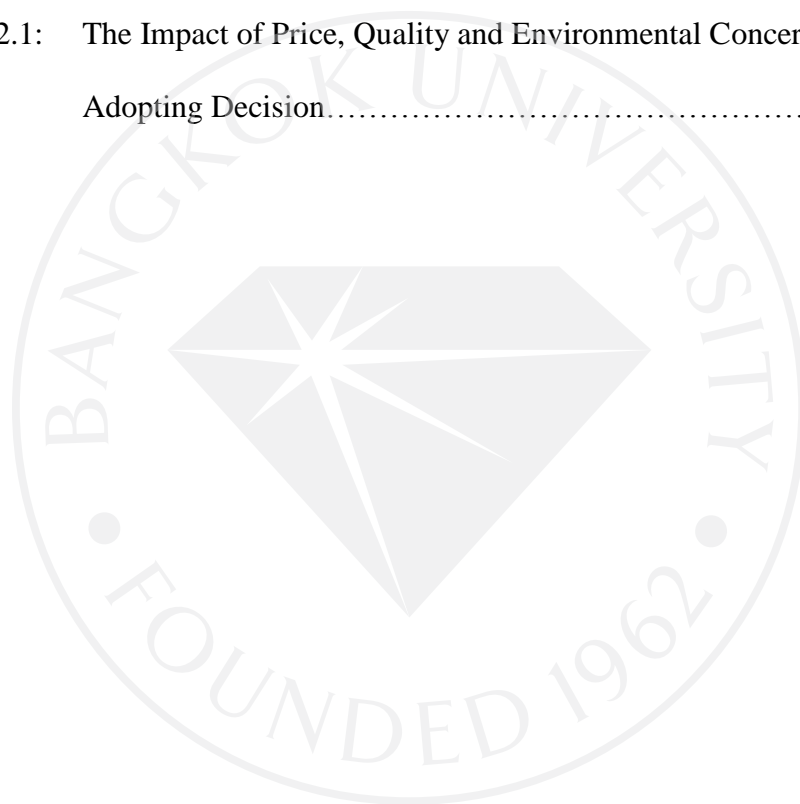
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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

The necessity for the use of packaging and its development was caused by the fact that the production and the consumption occurred at separate places and times, and the produced goods had to be distributed, transported, and consumed. Packaging became a crucial link between production and consumption, in which the link is growing in urbanized societies. The urban population of more than 150,000 people in developing countries are added every day. This means that more people will live in cities resulting the increase of distribution of goods, especially food, and the role of packaging is tremendous (Pongrácz, 2007).

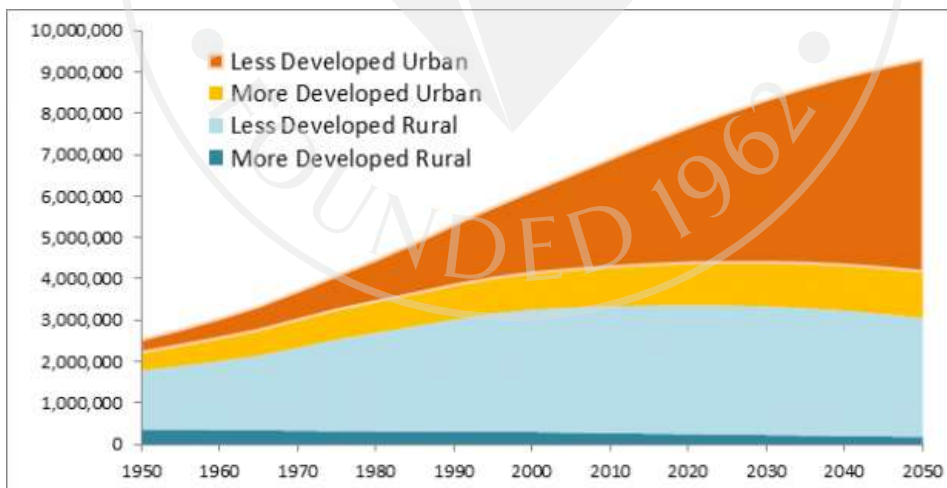


Figure 1.1: World Urbanization (based on United Nations Projections)

Source: Litman, T. (2015). *Public policies for optimal urban development*.

Retrieved from <https://www.planetizen.com/node/75766/public-policies-optimal-urban-development>.

The above figure 1.1 shows the world is currently experiencing a rapid growth of urbanized population, particularly in developing countries. For this reason, the global packaging consumption will continue to increase accordingly as shown in the figure 1.2.

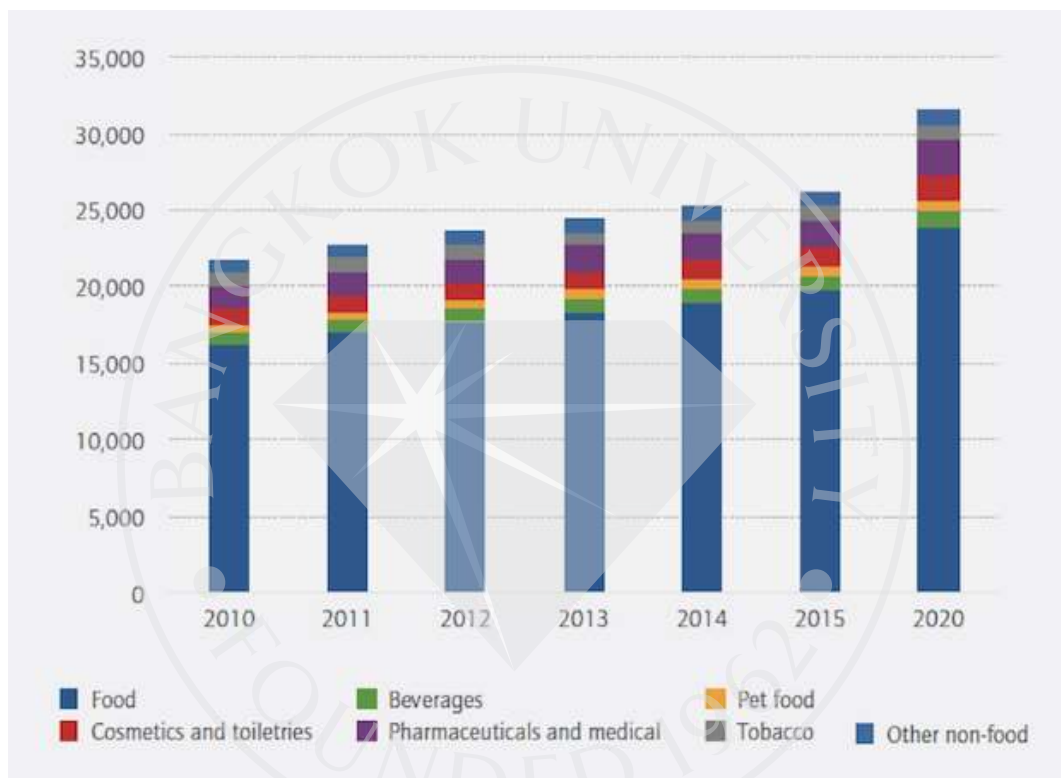


Figure 1.2: World Forecast: Consumer Flexible Packaging Consumption by Sector, 2010–2020 ('000 tons)

Source: Smyth, S. (2015). *Global flexible packaging market set for rapid growth*.

Retrieved from <http://whattheythink.com/articles/75011-global-flexible-packaging-market-set-rapid-growth/>.

Since the 1970s, packaging has often been connected with wasteful behavior, due to the fact that packaging wastes are an obvious part of environmental problems. However, the negative image of packaging does not expose to consumer at the point of sale. Consumer still buys the products not packages. They do not notice the package during purchase, transport, and use of the product; until the minute the product is consumed and the package had fulfilled its function and finally turns into waste. At that minutes, consumer starts to realize the package as an environmental burden, wasting resources.

Packaging has positive and negative impacts on the environment. The positive impact is that packaging consumer goods eases their distribution, and thus makes it possible to obtain goods otherwise no accessible. The downsides include resources use and the effects of packaging-related wastes and emissions. Thus, the rapid growth of global packaging consumption can seriously cause negative effects on the environment.

Green package as environmental friendly package or ecological package. The green package is completely made of natural plants, and its outstanding property is to be recyclable and second-used. It can also be prone to degradation and promote sustainable development, even during its whole lifecycle. The adoption of green package does not have negative impacts on environment as well as to human body and livestock's health. In summary, green packaging is the appropriate packaging because it can be reused, recycled or degradation, corruption, and most importantly, it does not cause pollution in humans and the environment during the product life cycle (Zhang & Zhao, 2012).

Nevertheless, there has not yet been a good response from Thai consumer for the green packages. The reasons may be the increase of the green packaging cost, quality and the unawareness of environmental issues. Since the Thai consumer feedback on green package was not as good as expected, many of Thai packaging manufactures decided not to produce green packaging due to high investment on machines and facilities (The Prototype Administrator, 2015).

Even though many researchers have studied the impact of green package on consumer behavior (Singh & Pandey, 2018) and consumers' willingness to pay for green package (Hao, Liu, Chen, Sha, Ji & Fan, 2019), these researches were done in India and China respectively. There is a few study of the impact of green package on Thai consumers. That means if the business would like to initiate Thai consumers to use the green packages, what kinds of determinants the business should consider.

The researcher wants to study how price can affect the Thai consumers' decisions to buy green packages. This is because price is one of the most criteria for buying decision. The evidents that prove this relation are disclosed by Kotler (2003) and Chandon and Wansink (2002). They explained that price is related to consumer's buying decision. However, the researcher would like to investigate how price affects Thai consumers' buying decision for the green package. Regarding to quality, Fujimoto (1999); Kotler and Armstrong (2010) and Ryan (2011) explored that quality positively affected consumers' buying. Therefore, it is questionable to explore the relationship between the quality of green packages and buying decisions as well. Lastly, during the present period, environment awareness still exists in our society. It is very interesting to investigate whether that social environment affect buying decision or not.

In summary, regarding this study, it is very interesting to understand how Thai consumers are impacted by price, packaging quality, and environmental concern when making adopting decision. This is because many Thai packaging manufactures can be encouraged to invest on green packaging production and can adapt their marketing strategies to urge Thai consumers to buy their products. Not only the packaging companies can know factors that can influence Thai consumer's adopting decision, other companies who use the green packaging with their products such as food, luxury goods, personal body care, pharmaceutical and other FCMG can also apply the results of this study to develop their strategies to boost up their sales in the near future.

1.2 Purpose of Study

The purposes of this present study are demonstrated as follows:

1.2.1 To investigate the customer's attitude toward price, quality and environmental concern and adopting decision for green packaging products

1.2.2 To investigate the impact of price, quality and environmental concern on adopting decision for green packaging products

1.3 Contribution of Study

The findings of this present study can be contributed to related organizations in terms of academic performance and business performance and business managerial implication as follows:

1.3.1 According to business practices, the findings of the research can help business in price setting, packaging quality preparation and environmental concern

campaign. The benefits that business organization can take advantages would be the increase of sales

1.3.2 According to the academic performance, the findings of this research can enhance the knowledge about the reasonable price strategy, packaging quality contribution and environmental concern establishment that influence green packaging adopting decision



CHAPTER 2

LITERATURE REVIEW

The researcher has conducted the documentary reviews from the related issues including the theories and previous researches in order to describe the characteristics of the research variables, and investigate the relationship among variables. Regarding this concern, the contents of questionnaire, the research hypothesis and the conceptual framework were generated from this review.

2.1 Independent Variables 1: Price

Price is a factor involving in the interaction between demand and supply in the factors of production. The amount of money that is spent in the exchange to obtain a product or service also refers as price (Samuelson, 2009). Kotler and Armstrong (1990) states that one element of marketing mix which can easily change as compared to other elements is price. Price can be decided to lower or raise very often. It also generates revenue while other elements in the marketing mix represent cost.

No matter how a product is, it is unable for some people to pay more than a certain price. For others, they may be able to pay more for a product as they think it would give them greater satisfaction. In the opposite, being cheap in price is not enough; the product must reach some level of expected performance. In some cases, especially luxury goods, people may want to buy a higher price product more than a lower price product. Price is actually one of the several costs faced by consumers. Other related costs include the time spent, displacement cost and emotional costs.

However, the most important role in consumer's purchasing decision is still price (Kotler, 2003). This is confirmed by the recent study about which factors make consumers make a purchase. The result showed that price was consistently stated as major influencing factor for making a purchase of shoppers's decision. Such a finding, it can be concluded that a major influencing factor to consumer selection was price. In addition, a consumer's purchasing decision is also affected enormously by price perception. The perception of price does not only explain product information, it also gives a deep meaning of a product to the consumers (Kotler and Keller, 2016).

A reference price is a price benchmark that is shaped by consumers on the basis of their perception of past prices. Behavioral decision research suggests that consumers do not only look on the current price when they make purchase decisions but they are also backward-looking from their past purchases. While some consumers adopted a subjective reference price when they do not know the exact or even the approximate price, a higher number of consumers can properly recall and compare the actual price of the product with the general price of that category (Alfred, 2013). According to Zeithaml (1985), certain demographic groups such as women, married couple, elderly people, and home workers are more likely to search for, and use, price information consciously.

One of the most frequently used marketing tool of retailers is price promotions. Price promotions are multiple as they can divert shoppers from being brand or shop loyal. They can also increase the consumption rate which simply bring forward future demand (Chandon & Wansink, 2002). However, only 50% of the shoppers remembered correctly and could recall whether they had purchased a special priced product even when a product was being promoted. This certainly links to the

effectiveness of promotions. It can probably suggest both retailers and manufacturers to spend more on in-store POP materials than on the (price) promotion itself (Kenesei & Todd, 2003).

Analyzing the impact of promotions, it is relatively agreed that their effectiveness is not permanent. Importantly, they may not work with brand (store) loyalty, and they may increase shoppers' price sensitivity. Shoppers usually form a reference price for themselves and refer it as a basis of later purchases, they also form a promotional reference point (Lattin & Bucklin, 1989). Another word means that if shoppers always buy a product on promotion, they will buy it again only if it is again being promoted. As for the retailer's and the manufacturer's past price promotion, the shopper forms expectations concerning the future. This means that shoppers do not response positively to price promotions but instead failing to shop if no promotion is on.

2.2 Independent Variables 2: Quality

In marketing offering, the key element that brings value to the customer is a product. Products are more than just tangible objects but including with features, design, performance quality brand name and packaging. A product's quality influences directly to the product or service performance, thus has a significant impact on customers and satisfaction (Kotler & Armstrong, 2010). At present consumers are requiring high quality goods. The rank that consumers in united State placed for product quality are as follows; Reliability, Durability, Easy maintenance, Ease of use, a trusted brand name and Low price (McDaniel, Lamb & Hair, 2011). Consumers are looking for reliable product that is suitable to the purpose and able to stand the

intended functions. With the increase of customer purchasing power, customers have many options to choose. Due to the intense business competition and increasing customers' expectation regarding product quality and customers satisfaction, manufacturers are driven to focus on understanding customer's attitude and behavior in order to maintain and grow market share and profitability.

According to Montgomery (2007), quality is defined as "fitness for use". Later Juran and DeFeo (2010) have given a new definition for quality as "fitness for purpose". In statistical terms, quality is largely determined by the amount of variability in what is being measured and also product quality refers to a fitness of product to meet customers' needs and satisfaction (Ryan, 2011). Product quality, according to Reeves and Bednar (1994), is the combination of product characteristics of engineering and manufacture that measure the degree to which the in-use product will meet the expectations of the customer.

The concept of product quality, in Fujimoto (1999)'s framework, is related to fitness of information content or accuracy of information processing along a chain of productive resources that link customer needs, product concepts, product plan (basic design), product design, process design, process, product structure and product function. According to Fujimoto (1999), total quality can be divided into two categories: design quality and conformance quality.

2.2.1 Design Quality

Design quality can be referred as the inherent value of a product in the marketplace or how to measure the characteristics of a product designed to meet the requirements of a given group of customers. It measures how well the customer

expectations are represented in the product concepts and then into detailed product designs.

2.2.2 Conformance Quality

Conformance quality, stated by Clark and Fujimoto (1991), refers to how well products delivered to customers conform to the product design or specifications, including reliability, defects in the field, fit and finish and durability. Schniederjans and Cao (2002) added that conformance quality refers to the degree of achieving product design specifications. Conformance quality, based on Fujimoto (1999), determines how closely the information embodied in the actual products represents that of the product design.

According to Shaharudin, Hassan, Mansor, Elias, Harun & Aziz (2010), the most important factor for consumer selection is product quality especially in an intense competition and price-competitive environment market. Products are not only reliable in quality, it must also suit the purpose and be able to withstand the intended functions. Since consumer purchasing power has been increased by multiple and flexible financing scheme, consumers are offered with many options to decide. Therefore, it is very important to study on the quality perception and to understand product quality from a customer's point of view. This is because the nature of quality perception is complicated and involves social, cultural, economic and technical aspects (Wankhade & Dabade, 2006). However, consumers may decide to buy a product based on their perceptions of quality alone, there are other factors of preferences or priorities that are different among individuals (Shaharudin, Hassan, Mansor, Omar & Harun, 2011).

2.3 Independent Variables 2: Environmental Concern

During the past several decades, one of the most important issues is environmental problems such as global warming, climate change due to greenhouse effect, air and water pollution. These problems must be taken seriously (Kim & Choi, 2005). Issues of environmental concern are getting involved more and more in business and academia. The emergence of the concern impacts to the industry, retailers and consumers about the impact of the current consumerism of modern society. However, it is surprising that green consumption does not necessarily happen even though most people concern about the environment as evidence in some studies linking environmental concerns with the purchase of green products (Braga, Silva, Gabriel & Braga, 2015).

Nowadays human behavior are changed in different manner due to green awareness. Those behaviors are like reducing consumption and purchase product that does not impact negatively to the environment. In addition, awareness of green product influence on purchasing decision of consumers to buy environment friendly products. Awareness of green product is an important part to reduce impact of human being environment and lead to less damaged future. Consumer is being more careful on their action for environment preservation. Consumers always gave the value of personal benefits and gave the importance to that product that saves the environment by reducing pollution. Many consumers who prefer to buy environmental friendly product and know the important of environment safety grow consumptions of green product to protect the natural environment (Yan & Yazdanifard, 2014).

According to study by Hussain, Khokhar, and Asad (2014), a person who has some concern for the environment would have a stronger preference in purchasing a

green product. In addition, according to Prakash (2002) and Charter and Polonsky (1999), consumers are more aware of some environmental caused by human consumption, which has changed their attitude towards purchasing green products. Many consumers have taken personal steps to reduce their personal impact on the environment via activities such as recycling and reusing their household items, and they are even willing to pay a premium price for green products.

2.4 Dependent Variables: Adopting Decision

Consumer decides what to buy partly depends on the importance of the purchase. According to Berkowitz, Crane, Kerin, Hartley, Rudelius, Tibbo & Edwards (1997), a decision is a conscious choice from among two or more alternatives. All consumers make many of such decisions daily. A purchase decision is an evaluation stage, in which consumer establish the purpose of buying. Kotler and Armstrong (2014) describe purchase decision as a buyer's decision-making stage wherein an individual decides to actually buy the product being considered. A purchase decision is different from an actual purchase. When consumer chooses what to buy, he or she must still proceed the decision and commit actual purchase. After consumer make up his mind to purchase a product, there may be an additional decision to make such as when to buy, where to buy and how much money to spend.

A purchase decision can also be emerged with only the action of looking at the products. This is because people attempt to predict their satisfaction from only the look at the products. The usability of products is composed of the elements of effectiveness, efficiency and satisfaction. In some cases, products are evaluated after the user interacted physically with the product (Crilly, Moultrie & Clarkson, 2004).

Anyhow, the functionality, usability and aesthetics of the product must meet the requirement, then the real desire of purchase occurs. The last requirement is related with sensations and pleasant emotions (Ashby & Johnson, 2002).

In order to get people buying green packaging products, the researcher needs to understand sources of buying decision. Customers make purchase decision using a combination of old media, new media, and conversations with friends and family. According to a 2009 study by Harris Interactive (The Harris Poll, 2009), 36% of consumers gather information from a company website before making purchases while 22% have a face-to-face conversation with a salesperson or other company representative. 21% of consumers prefer to discuss directly with a person not associated with the company. A later study claims that 59% of consumers need help from their friends and family before making a purchase decision (Sullivan, 2010). This is because asking for suggestions from friends and family is very common and easy to do.

Previous positive experiences is also another source of buying decision. Consumers always remains buying the same brand or the same product once they have gained good experiences after using the product. Nevertheless, prior to giving a positive experience to consumers, the company needs to have the customers selected their products on the first buy. Once consumers have their first positive buying experience, it is much easier to get repeat purchases (Laja, 2019).

In addition, the source of buying decision comes from consumer satisfaction. Consumer satisfaction occurs when products and services meet or surpass customer expectations. The expectation can be met by the consumers via quality and price of the product. Promotional activities and branding and public relations can also increase

the level of satisfaction. Customer satisfaction is influenced by service and product quality. Once a company satisfies their customers, the consequences are the purchase intentions of a customer and customer loyalty (Parco, Esguerra, Corpuz & Sanchez, 2013).

2.5 Hypothesis Preposition

According to previous research, we could tell that green products are important as they are not harmful to the environment. So it is necessary to increase the consumption of green products. Price, quality and environmental concern are drawn in relating to the consumer's adopting decision on green packaging. Thus, the hypothesis that price, quality and environmental concern are key factor to build consumer's adopting decision as variables.

In this research, we research and make hypothesis to analyze Thai market of green packaging product whether price, quality and environmental concern impact to Thai consumer's adopting decision or not.

Hypothesis 1: Price affects adopting decision of Thai consumer for adopting green packaging, according to Kotler (2003) and Kotler and Keller (2016)

Hypothesis 2: Quality affects adopting decision of Thai consumer for adopting green packaging, according to Shaharudin, Hassan, Mansor, Elias, Harun & Aziz (2010)

Hypothesis 3: Environmental concern affects adopting decision of Thai consumer for adopting green packaging, according to Charter & Polonsky (1999); Hussain, Khokhar, and Asad (2014); Prakash (2002) and Yazdanifard (2014)

2.6 Conceptual Framework

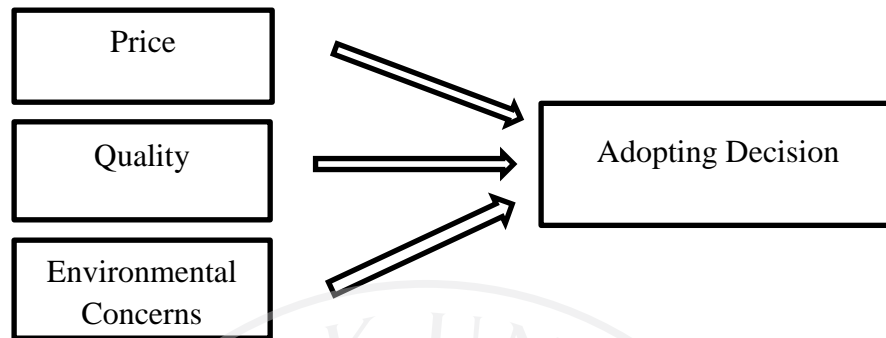


Figure 2.1: The Impact of Price, Quality and Environmental Concern on Adopting Decision

The figure 2.1 showed the conceptual framework which gives a visual idea of relationship and structure that exists among the study variables. The independent variables are represented by perception of three dimensions which are price, quality and environmental concern. The dependent variable identified in the study is the adopting decision of green package.

CHAPTER 3

RESEARCH METHODOLOGY

The present research has applied the technique of quantitative research to attain the purposes of the study. The questionnaire, which was used as the research instrument, was constructed by applying the related theories and was approved by the expertise. The samples of the research were selected from the population which included the people who had the direct experiences of using or well understanding of the product/series specified by this study. Moreover, the samples were randomly selected regarding convenience/ purposive sampling method. The statistical techniques used for data analysis and interpretation included descriptive and inferential statistics. The details as mentioned above were described as these followings

3.1 Research Instrument

The researcher designed the questionnaire as the research instrument by applying the explanations and evidences of the related theories and the precious research findings. The questionnaire which consisted of five parts were as follows:

Part 1: The close-ended demographic questions consisted of gender, age, income, occupation, education, and willingness to use green package.

Part 2: The close-ended questions about price/adopting decision for green package consisted of 4 statements as follows:

1) You always consider about the price when buying green packaging products.

2) You are willing to buy cheaper green packaging products.

3) You compare the price of green packaging products with past purchases even your past purchases were made on traditional packaging.

4) You are urged to buy green packaging products when they are being promoted in price even though you have never bought them before.

Part 3: The close-ended questions about quality/adopting decision for green package consisted of 4 statements as follows:

1) You agree that green package designs look attractive to you.

2) You agree that green package should be safety to use.

3) You agree that green package is durable and able to protect product inside.

4) You agree that quality of green package let you make a purchase in the next occasion.

Part 4: The close-ended questions about environmental concern/adopting decision for green package consisted of 4 statements as follows:

1) You are aware of environmental problems regarding the use of package.

2) You agree that green package can make the environment clean.

3) You agree that green package can protect environment from pollution.

4) You agree that green package can improve quality of life for living in good environment.

Part 5: The close-ended questions about brand loyalty consisted of 5 statements as follows:

1) You will surely buy green package without any conditions.

2) You will surely buy green package regarding its benefit.

3) You will surely buy green package regarding your accountability on references

4) You will surely buy green package regarding your previous satisfied experience

4) You will surely buy green package regarding government information

Regarding from part 2 to part 5, the researcher exercised on the liker's 5-point scale for measuring the statistical mean range for mean interpretation as follows:

$$\begin{aligned} \text{Range} &= \frac{\text{Maximum-Minimum}}{\text{Scale level}} \\ &= \frac{5 - 1}{5} = 0.80 \end{aligned}$$

Table 3.1: The Range of Mean Interpretation

Range	Interpretation
1.00 – 1.80	Strongly disagree
1.81 - 2.61	Rather Disagree
2.62 - 3.42	Moderate
3.43 - 4.23	Rather Agree
4.24 - 5.00	Strongly agree

3.2 Measurement of Instrument

3.2.1 Content Validity

The researcher has measured the content validly by considering the comments of 5 experts specialized in the fields of this study. The statement of questions in the questionnaire were developed according to those comments.

3.2.2 Reliability

The value of Cronbach's alpha coefficient was conducted for measuring the reliability of the questionnaire. Consequently, the questionnaire would be approved when the alpha value must be 0.7-1.00. The researcher conducted a pilot kept for this concern by using 40 qualified people who were not in the group of samples of this study.

Table 3.2 illustrated that each part of the questionnaire had accepted value of the Cornbrash's alpha coefficient. The results indicated that the questionnaire had an acceptable reliability value which was equal to or more than 0.7.

Table 3.2: The Reliability Value of Each Part of the Questionnaire

Statements of each part	Alpha coefficient	Accepted/ Not
Price	.752	Accepted
Quality	.720	Accepted
Environmental concern	.800	Accepted

(Continued)

Table 3.2 (Continued): The Reliability Value of Each Part of the Questionnaire

Statements of each part	Alpha coefficient	Accepted/ Not
Adopting decision	.703	Accepted
Total value	.707	Accepted

3.3 Population and Sample

3.3.1 Population

Population included the individuals who perceive about green package

3.1.2 Sample and Sampling Method

The 157 of samples were assigned by using the G*Power method (Cohen, 1977); however, since the population size is large, the researcher decided to collect the data from 198 samples. All of samples who buy products that use package were randomly selected form each location according to the purposive / convenience / quota / stratified / sampling method (s). The specific locations where the researcher chose were illustrated in Table 3.3

Table 3.3: The Locations of Data Collection

Locations	Quota (n = 198)
Administered questionnaires in Central Rama 2	145
Administered questionnaires in Origins condominium Rama 2	53
Total	198

3.4 Data Analysis

The statistical techniques applied for data analysis were as follows:

3.4.1 Descriptive Statistics. It was used for analyzing the following data

1) Demographic data including gender, age, education, occupations, and willingness to use green package would be measured by using percentage ratio and frequency counting.

2) Respondents' attitudes toward dependent and independent variables of this study which were measured by using the value of mean and standard deviation Table 3.4 illustrated the summary of descriptive statistics for data analysis of each variable.

Table 3.4: Summary of Descriptive Statistics for Data Analysis

Variable	Type of Variable	Descriptive Statistics
Demographic	Independent	Percentage / Frequency
Price	Independent	Mean and Standard Deviation
Quality	Independent	Mean and Standard Deviation
Environmental Concern	Independent	Mean and Standard Deviation
Adopting Decision	Dependent	Mean and Standard Deviation

3.4.2 Inferential Statistics Multiple Regression technique was used for analyzing the relationship between independent variables and dependent variable. The purpose of conducting this relationship analysis was to find out the degree of influence of the attitude toward price of green package in Thailand, attitude toward

quality of green package of green package in Thailand, attitude toward environmental concern of green package in Thailand as independent variables, and attitude toward adopting decision of green package in Thailand as on dependent variable. However, such relationship was proposed in each hypothesis of this study. Moreover, the analysis was conducted at 0.05 level of statistical significance.



CHAPTER 4

DATA ANALYSIS

The research findings which derived from data analysis were presented in 4 parts as follows:

- 4.1 Demographic data
- 4.2 Attitude toward price of green package in Thailand
- 4.3 Attitude toward quality of green package in Thailand
- 4.4 Attitude toward environmental concern of green package in Thailand
- 4.5 Attitude toward adopting decision of green package in Thailand

4.1 Demographic Data

The research findings of this part presented the respondents' personal data including gender, age, income, education background, and work experience. The statistical techniques used for data analysis were percentage ratio and frequency counting. The findings were presented in Table 4.1 as follows:

Table 4.1: Summary of Demographic Data (n = 198)

Demographic Date	Frequency	Percent
Gender		
Male	87	44
Female	111	66
Total	198	100
Age		
Under 20	12	6
20-30	86	43
30-40	74	37
40-50	21	11
50-60	4	2
Over 60	1	1
Total	198	100
Demographic Date	Frequency	Percent
Occupation		
Business Owner	8	4
Private Business Employee	101	51
Student	38	19
Public Employee	18	9
Independent Works	21	11

(Continued)

Table 4.1 (Continued): Summary of Demographic Data (n = 198)

Demographic Date	Frequency	Percent
Other	12	6
Total	198	100
Education		
Lower than Bachelor's	18	9
Bachelor's	147	74
Higher than Bachelor's	33	17
Total	198	100
Willingness to use green package		
Yes	194	98
No	4	2
Total	198	100

Table 4.1 illustrated that most respondents were female (66%), aging between 20 – 30 years (43%), and willingness to use green package (98%). Moreover, it was found that respondents' education background was Bachelor's (74%) while occupation was private business employee.

4.2 Attitude toward Price

The research findings of this part presented the respondents' attitudes toward Price. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table4.2: Part 2 statement 1 - 4 as follows:

Table 4.2: Mean and Standard Deviation of Attitudes toward Price

Statement	Mean	Std. Deviation	Interpretation
You always consider about the price when buying green packaging products	3.37	0.84	Moderate
You are willing to buy cheaper green packaging products	3.46	0.95	Rather Agree
You compare the price of green packaging products with past purchases even your past purchases were made on traditional packaging	3.15	0.98	Moderate
You are urged to buy green packaging products when they are being promoted in price even though you have never bought them before	3.23	0.90	Moderate
Total	3.33	0.92	Moderate

Table 4.2 showed that most respondents moderated that green package should be concern with price consideration ($\bar{x} = 3.37$, S.D. = 0.84), price promotion ($\bar{x} = 3.23$, S.D. = 0.90), and price comparison ($\bar{x} = 3.15$, S.D. = 0.98). Moreover, respondents rather agreed that cheap price ($\bar{x} = 3.46$, S.D. = 0.95) should be concern with green package.

4.3 Attitude toward Quality

The research findings of this part presented the respondents' attitudes toward Quality. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table 4.3: Part 3 statement 1 - 4 as follows:

Table 4.3: Mean and Standard Deviation of Attitudes toward Quality

Statement	Mean	Std. Deviation	Interpretation
You agree that green package designs look attractive to you	2.95	0.90	Moderate
You agree that green package should be safety to use	4.15	0.82	Rather Agree
You agree that green package is durable and able to protect product inside	3.21	0.87	Moderate
You agree that quality of green package let you make a purchase in the next occasion	3.47	0.92	Rather Agree
Total	3.45	0.98	Rather Agree

Table 4.3 showed that respondents rather agreed that green package should be concern with package safety ($\bar{x} = 4.15$, S.D. = 0.82) and package quality experience ($\bar{x} = 3.47$, S.D. = 0.92). Moreover, that respondents moderated that and

package durability ($\bar{x} = 3.21$, S.D. = 0.87) and package design ($\bar{x} = 2.95$, S.D. = 0.90) should be concern with green package.

4.4 Attitude toward Environmental Concern

The research findings of this part presented the respondents' attitudes toward Quality. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table 4.4: Part 4 statement 1 - 4 as follows:

Table 4.4: Mean and Standard Deviation of Attitudes toward Environmental Concern

Statement	Mean	Std. Deviation	Interpretation
You are aware of environmental problems regarding the use of package	3.26	0.89	Moderate
You agree that green package can make the environment clean	3.41	0.84	Moderate
You agree that green package can protect environment from pollution	3.35	0.93	Moderate
You agree that green package can improve quality of life for living in good environment	3.37	0.80	Moderate
Total	3.35	0.87	Moderate

Table 4.4 showed that all respondents moderated that green package should be concern with environmental cleanliness ($\bar{x} = 3.41$, S.D. = 0.84), good environment

($\bar{x} = 3.37$, S.D. = 0.80), environmental protection ($\bar{x} = 3.35$, S.D. = 0.93) and environmental awareness ($\bar{x} = 3.26$, S.D. = 0.89).

4.5 Attitude toward Adopting Decision

The research findings of this part presented the respondents' attitudes toward Quality. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table 4.5: Part 5 statement 1 - 5 as follows:

Table 4.5: Mean and Standard Deviation of Attitudes toward Adopting Decision

Statement	Mean	Std. Deviation	Interpretation
You will surely buy green package without any conditions	2.92	0.96	Moderate
You will surely buy green package regarding its benefit	3.77	0.97	Rather Agree
You will surely buy green package regarding your accountability on references	3.16	1.00	Moderate
You will surely buy green package regarding your previous satisfied experience	3.75	0.91	Rather Agree

(Continued)

Table 4.5 (Continued): Mean and Standard Deviation of Attitudes toward Adopting Decision

Statement	Mean	Std. Deviation	Interpretation
You will surely buy green package regarding government information	2.97	0.97	Moderate
Total	3.32	1.03	Moderate

Table 4.5 showed that most respondents moderated that accountability on reference ($\bar{x} = 3.16$, S.D. = 1.00), government information ($\bar{x} = 2.97$, S.D. = 0.97) and unconditional purchase ($\bar{x} = 2.92$, S.D. = 0.96) should not be concern with green package. Moreover, the respondents rather agreed that green package should be concern with its benefits ($\bar{x} = 3.77$, S.D. = 0.97) and user's satisfied experience ($\bar{x} = 3.75$, S.D. = 0.91).

4.6 Relationship between Price, Quality, Environmental Concern and Adopting Decision

The research findings of this part presented the relationship in terms of the degree of the effect of price, quality and environmental concern on Adopting Decision. The Multiple Regression Analysis was used for analyzing such relationship. The findings were presented in Table 4.6 – 4.7 as follows.

Table 4.6: Analysis of the Impact of Independent Variables on Dependent Variable

Independent Variables	b	Beta	T	Sig
Price	.239	.065	3.653	.000
Quality	.088	.072	1.234	.219
Environmental concern	.122	.060	2.026	.044

Adjusted R-square=.103, F=8.529, *P≤0.05

Dependent variable: Adopting Decision

Table 4.6 showed that Price and Environmental concern affected Adopting decision (Beta =.065 and .060 Sig =.000 and .044) at 0.05 level of statistical significance. This finding supported the research hypothesis which was proposed that Price and Environment concern affected Adopting decision. While Quality Environmental concern did not affect Adopting decision (Sig > 0.05). That was interpreted that the finding did not support the hypothesis which was proposed that Quality affected Adopting decision. The summary of the results of hypothesis testing was illustrated in Table 4.9.

Table 4.7: Summary of Hypothesis Testing

Hypothesis	Result
Hypothesis 1:	
Price affects adopting decision of Thai consumer for adopting green packaging.	Supported
Hypothesis 2:	
Quality affects adopting decision of Thai consumer for adopting green packaging.	Not supported
Hypothesis 3:	
Environmental concern affects adopting decision of Thai consumer for adopting green packaging.	Supported

Table 4.7 showed that only hypothesis 1 and 3 were supported while hypothesis 2 was not supported.

CHAPTER 5

CONCLUSION AND DISCUSSION

The purpose of this study was to explore the relationship in terms of the effect of the independent variable which were Price, Quality and Environmental concern on the dependent variable which was Adopting decision. As this study was a quantitative research, the close-ended questionnaire was designed to collect the data. The 198 samples were randomly selected from the customers in Bangkok who buy products that use package. Regarding the purpose of the study, Multiple Regression Analysis technique was used to analyze the data. Moreover, percentage ration, frequency, mean, and standard deviation were also applied to analyze the demographic data, and the samples' altitudes toward the independent and dependent variables. The research finding of the study was concluded in this chapter. Moreover, the discussion of research finding, the recommendation for managerial implication and future research were also included

5.1 Conclusion

5.1.1 Demographic Data

Most respondents were female, aging between 20 – 30 years and holding bachelor's degree. Moreover, it was found that most of them are willing to use green package, while occupation was private business employee

5.1.2 Attitudes towards variables

1) Thai consumers moderately perceived with Green Package that they have experienced the price in the market

2) Thai consumers moderately perceived with Green Package that they have perceived on quality in the market

3) Thai consumers moderately perceived with Green Package that they have concerned on environment regarding the package adoption

4) Thai consumers moderately perceived with Green Package on adopting decision

5.1.2 Hypothesis results

Price and Environment concern affected Adopting decision of green package for Thai consumer while quality did not affect Adopting decision of green package for Thai consumer.

5.2 Discussion and Recommendations for Managerial Implications

This research showed that, among three independent variables; price, quality and environmental concern, price and environmental concern affected adopting decision of green package for Thai consumer while quality did not.

According to Kotler (2003), price is the most important factor in consumer's purchasing decision. This was confirmed in the research that, among three independent variables; price, quality and environment concern, price was the most important as the beta value showed 0.065 while it was only 0.060 for environmental concern. This can be concluded that Thai consumers still considered price when they have to make the adopting decision of green package.

From questionnaire result on price of green package, Thai consumer focused on cheap price as proven by the most value of mean 3.46. Therefore, it is very important for product manufacturers to study the price of green products in the market

and try to offer appropriately. In addition, Thai consumer showed the interest and good response on price promotion. As Chandon and Wansink (2002) mentioned, the most frequently used marketing tool is price promotions. So it is recommended for the product manufacturers to exploit the price promotion to promote their green packaging products.

Environmental concern was found not the most important factor for Thai consumers in their adopting decision of green package. However, it was still one factor that Thai consumers considered when deciding to adopt green packaging. As mentioned by Yan and Yazdanifard (2014), consumers are more aware of environmental problems and green products, it encourages them to change their behavior by reducing consumption and purchasing product that does not impact negatively to the environment. Many of them look for green products and some of them does not even care about the price according to Prakash (2002) and Charter & Polonsky (1999).

Regarding to the result on environmental concern, most Thai consumers believed that, by consuming green packaging products, the environment would be clean. This was proven by the maximum mean of 3.41 in the environment concern for green package part. So that Thai manufacturers can try to make any campaign or advertisement for their green packaging products based on “CLEAN” word.

Nevertheless, the research finding surprisingly showed that quality did not affect to the adopting decision of green package for Thai consumers. The result was opposite from what Shaharudin, Hassan, Mansor, Elias, Harun & Aziz (2010) found, which giving the product quality as the most important factor for consumer selection. The result, however, was understandable as Wankhade and Dabade (2006) explained

that the nature of quality perception is complex and involves many area such as social, cultural, economic and technical aspects. Additionally, Shaharudin, Hassan, Mansor, Omar & Harun (2011) also concluded in the previous research that the quality perception is not always the factor for consumers to consider when buying a product due to different preferences or priorities of each individual.

5.3 Recommendations for Future Research

Quality issue may affect to adopting decision in many previous researches such as Shaharudin, Hassan, Mansor, Elias, Harun & Aziz (2010). Nevertheless, the research concluded that the quality of green package did not affect to Thai consumer's adopting decision. It is possible that, due to current economic recession, the consumer may cut down their spending budget by selecting cheap products, and solely cares on the price. It is supported that, from the research questionnaire, most of respondents was public company employee who have limited budget. For some consumers, environmental issue may only be the reason for adopting decision of green package. Quality; therefore, was not one of the factors for adopting decision of green package in this research.

Nevertheless, the quality perception for consumers is complicated and it may change from time to time, community to community and consumer to consumer. So it is suggested to test on quality perspective once again in the future research. In addition, other independent variables such as cultural, social, personal or psychological factors should also be included as additional independent variables so that the results can be used for further application for spreading out the adoption of green package.

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QUESTIONNAIRE

แบบสอบถาม

My name is Anuntachai P., I am studying in MBA at Bangkok University International College. Currently, I am doing a research on Green Package and need to gather necessary data to analyze. So it would be highly appreciated if you could spend some of your valuable time completing below questions.

ผมชื่ออานันตชัย พิณกิจโสภณ ขณะนี้กำลังศึกษาในระดับปริญญาโทสาขาบริหารธุรกิจ ที่มหาวิทยาลัยนานาชาติกรุงเทพ ผมกำลังทำการวิจัยเกี่ยวกับบรรจุภัณฑ์เพื่อสิ่งแวดล้อมและต้องการข้อมูลที่เกี่ยวข้องเพื่อใช้ในการศึกษาและวิเคราะห์ ผมใคร่ขอขอบคุณเป็นอย่างสูงหากท่านช่วยสละเวลาในการทำแบบสอบถามนี้ ตามคำถามด้านล่าง

PART 1: Demographic data

Instruction: Please choose the answer that is mostly related to you

คำแนะนำ: กรุณาเลือกคำตอบที่ตรงกับท่านมากที่สุด

- ① Gender (เพศ) Male (ชาย) Female (หญิง)
- ② Age (Year) อายุ (ปี)
- Under 20 20-30 30-40
- 40-50 50-60 Over 60
- ③ Education ระดับการศึกษา
- Lower than Bachelor's (ต่ำกว่าปริญญาตรี) Bachelor's (ระดับปริญญาตรี)
- Higher than Bachelor's (สูงกว่าปริญญาตรี)
- ④ Occupation อาชีพ
- Business owner (เจ้าของธุรกิจ)
- Private business employee (พนักงานบริษัทเอกชน)

- Student (นักเรียน/นักศึกษา) Public employee (พนักงานรัฐ)
- Individual works (พนักงานอิสระ) Other (อื่น ๆ)

⑤ Have you ever wanted to use green package if you get a chance to try it?
 ท่านเคยต้องการที่จะทดลองใช้บรรจุภัณฑ์เพื่อสิ่งแวดล้อมหรือไม่ หากท่านมีโอกาส?

- Yes (เคย) No (ไม่เคย)

PART 2: Price for Green Packaging

Instruction: Please choose the answer that is mostly related to you

คำแนะนำ: กรุณาเลือกคำตอบที่ตรงกับท่านมากที่สุด

	Strongly agree เห็นด้วยอย่างยิ่ง 5	Agree เห็นด้วย 4	Moderate ปานกลาง 3	Disagree ไม่เห็นด้วย 2	Strongly disagree ไม่เห็นด้วยอย่างยิ่ง 1
1. You always consider about the price in buying green packaging products ท่านมักจะคำนึงเกี่ยวกับราคาในการซื้อสินค้าที่ใช้บรรจุภัณฑ์เพื่อสิ่งแวดล้อม					
2. You are willing to buy cheaper green packaging products ท่านมีความประสงค์ที่จะซื้อสินค้าที่ใช้บรรจุภัณฑ์เพื่อสิ่งแวดล้อมในราคาถูกลง					

	Strongly agree เห็นด้วย อย่างยิ่ง 5	Agree เห็น ด้วย 4	Moderate ปานกลาง 3	Disagree ไม่เห็น ด้วย 2	Strongly disagree ไม่เห็นด้วย อย่างยิ่ง 1
<p>3. You compare the price of green packaging products with past purchases even your past purchases were made on traditional packaging</p> <p>ท่านเปรียบเทียบราคาสินค้าที่ใช้บรรจุภัณฑ์เพื่อสิ่งแวดล้อมกับราคาสินค้าที่ใช้บรรจุภัณฑ์ปกติที่ท่านเคยซื้อก่อนหน้านี้</p>					
<p>4. You are urged to buy green packaging products when they are being promoted in price even though you have never bought them before</p> <p>ท่านรู้สึกถูกกระตุ้นให้ซื้อสินค้าที่ใช้บรรจุภัณฑ์เพื่อสิ่งแวดล้อมหากมีการลดราคาสินค้าถึงแม้ว่าท่านจะไม่เคยซื้อสินค้านั้นมาก่อน</p>					

PART 3: Quality of Green Packaging

Instruction: Please choose the answer that is mostly related to you

คำแนะนำ: กรุณาเลือกคำตอบที่ตรงกับท่านมากที่สุด

	Strongly agree เห็นด้วย อย่างยิ่ง 5	Agree เห็น ด้วย 4	Moderate ปานกลาง 3	Disagree ไม่เห็น ด้วย 2	Strongly disagree ไม่เห็นด้วย อย่างยิ่ง 1
1. You agree that green package designs look attractive to you ท่านเห็นด้วยว่ารูปแบบของบรรจุภัณฑ์เพื่อสิ่งแวดล้อมดึงดูดคุณ					
2. You agree that green package is safe to use ท่านเห็นด้วยว่าบรรจุภัณฑ์เพื่อสิ่งแวดล้อมปลอดภัยที่จะใช้					
3. You agree that green package is durable and able to protect product inside ท่านเห็นด้วยว่าบรรจุภัณฑ์เพื่อสิ่งแวดล้อมมีความคงทนและสามารถปกป้องสินค้าภายในได้					

	Strongly agree เห็นด้วย อย่างยิ่ง 5	Agree เห็น ด้วย 4	Moderate ปานกลาง 3	Disagree ไม่เห็น ด้วย 2	Strongly disagree ไม่เห็นด้วย อย่างยิ่ง 1
4. You agree that quality of green package let you make a purchase in the next occasion ท่านเห็นด้วยว่าคุณภาพของบรรจุภัณฑ์เพื่อสิ่งแวดล้อมจะทำให้คุณซื้อสินค้าอีกครั้งในโอกาสหน้า					

PART 4: Environmental Concern

Instruction: Please choose the answer that is mostly related to you

คำแนะนำ: กรุณาเลือกคำตอบที่ตรงกับท่านมากที่สุด

	Strongly agree เห็นด้วย อย่างยิ่ง 5	Agree เห็น ด้วย 4	Moderate ปานกลาง 3	Disagree ไม่เห็น ด้วย 2	Strongly disagree ไม่เห็นด้วย อย่างยิ่ง 1
1. You are aware of environmental problems regarding the use of package ท่านรับรู้ถึงปัญหาด้านสิ่งแวดล้อมเกี่ยวกับการใช้บรรจุภัณฑ์					

	Strongly agree เห็นด้วย อย่างยิ่ง 5	Agree เห็น ด้วย 4	Moderate ปานกลาง 3	Disagree ไม่เห็น ด้วย 2	Strongly disagree ไม่เห็นด้วย อย่างยิ่ง 1
2. You agree that green package can make the environment clean ท่านเห็นด้วยว่าบรรจุภัณฑ์เพื่อสิ่งแวดล้อมสามารถทำให้สิ่งแวดล้อมสะอาด					
3. You agree that green package can protect environment from pollution ท่านเห็นด้วยว่าบรรจุภัณฑ์เพื่อสิ่งแวดล้อมสามารถป้องกันสิ่งแวดล้อมจากมลพิษ					
4. You agree that green package can improve quality of life for living in good environment ท่านเห็นด้วยว่าบรรจุภัณฑ์เพื่อสิ่งแวดล้อมสามารถปรับปรุงคุณภาพชีวิตสำหรับการอาศัยอยู่ในสิ่งแวดล้อมที่ดีขึ้น					

PART 5: Adopting decision for green package

Instruction: Please choose the answer that is mostly related to you

คำแนะนำ: กรุณาเลือกคำตอบที่ตรงกับท่านมากที่สุด

	Strongly agree เห็นด้วย อย่างยิ่ง 5	Agree เห็น ด้วย 4	Moderate ปานกลาง 3	Disagree ไม่เห็น ด้วย 2	Strongly disagree ไม่เห็นด้วย อย่างยิ่ง 1
1. You will surely buy green package without any conditions ท่านจะซื้อบรรจุภัณฑ์เพื่อสิ่งแวดล้อมอย่างแน่นอน โดยไม่มีเงื่อนไขใดๆ					
2. You will surely buy green package regarding its benefit ท่านจะซื้อบรรจุภัณฑ์เพื่อสิ่งแวดล้อมอย่างแน่นอน เนื่องจากประโยชน์ที่ได้รับ					
3. You will surely buy green package regarding your accountability on references ท่านจะซื้อบรรจุภัณฑ์เพื่อสิ่งแวดล้อมอย่างแน่นอน เนื่องจากบุคคลอ้างอิงที่น่าเชื่อถือ					

	Strongly agree เห็นด้วย อย่างยิ่ง 5	Agree เห็น ด้วย 4	Moderate ปานกลาง 3	Disagree ไม่เห็น ด้วย 2	Strongly disagree ไม่เห็นด้วย อย่างยิ่ง 1
4.You will surely buy green package regarding your previous satisfied experience ท่านจะซื้อบรรจุภัณฑ์เพื่อสิ่งแวดล้อมอย่างแน่นอนเนื่องจากประสบการณ์อันน่าพึงพอใจที่ได้รับก่อนหน้านี้					
5. You will surely buy green package regarding government information ท่านจะซื้อบรรจุภัณฑ์เพื่อสิ่งแวดล้อมอย่างแน่นอนเนื่องจากข่าวสารที่ได้รับจากรัฐบาล					

***End of question, thank you very much for your cooperation ***

สิ้นสุดคำถาม ขอขอบคุณอย่างสูงสำหรับความร่วมมือ

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